

## Ellinwood Opens 4th Tract of 235 Homes

Ellinwood, residential center of the beautiful south bay area, has just recently opened the fourth unit of 235 homes for sale. Immediately adjoining Ellinwood, Riviera and Palos Verdes Estates, many of the homes in the new section are on hillside lots with wonderful scenic views of the Pacific ocean and the Torrance valley.

All homes have three bedrooms, bath and one-half, double garages, sewers, sidewalks, streets and other desirable features. The homes are of modern contemporary design featuring living rooms to the rear or outdoor living.

One outstanding feature claimed by the developer is the current financing to qualified veterans—No down payment, just costs and impounds. Low-figured payments include principal and interest.

The public may view the

models daily between the hours of 10 a.m. and 6 p.m. at 4614 Highgrove avenue in the Ellinwood Development.

James A. Hewitt of the Lightfoot Co., inc., sales agents for Ellinwood, states that sales have always been way ahead of construction at Ellinwood. Since the beginning, a year ago, we have never had a finished home for sale, Hewitt stated.

Due to the popularity of the homes and the location, the current unit of 235 homes is selling very rapidly even though completion of the homes is not scheduled until the first part of next year.

## Outstanding Building Record Set Here By Milton Kauffman

By G. C. SMITH

It takes a man of great vision to build and sell 15,000 homes in a period of ten years. Milton Kauffman is such a man, one of the very few in the world who can truthfully say that he has accomplished such a feat. The number

that he has built over the more than 40 years which he has been developing and building in this area would probably make another record figure, but he feels that such an estimate would be too difficult to pin down.

**Torrance Ideal Area**

One of the first to recognize the vast need for houses that would come with industrial development of the southwest, Kauffman considered the Torrance area ideal for substantial working people. He noted its convenience to both Los Angeles and the beach cities, as well as L. A. International Airport and the many industrial plants surrounding it. His developments in the city of Torrance are a major example of Kauffman's pioneering spirit.

During his long career, it has not all been building and merchandising homes. Where so many houses were built, it was necessary to plan for the comfort and recreation of

thousands of people. One of Kauffman's many public services during this period has been the planning of parks and school areas for these communities. Southwest area developments that he has built include Southchester Gardens, El Camino Manor, Campus Manor, Southwest Park, Storybook Homes and Southwest Knolls.

**Most Interesting**  
In addition to Torrance, Kauffman has been busy developing and building to the same high standards in Gardena, Hawthorne, Lancaster, West Covina, Inglewood, Whittier and Norwalk. His present program in Torrance involves several large developments.

Probably the most interesting is that called Southwest Park being developed on land until recently owned by the Dominguez family who obtained it from the king of Spain with other property totaling 43,000 acres in 1784.



EFFICIENT STAFF . . . Serving the growing Torrance area is this group at Southwest Savings and Loan Association, an important part of the community's financial structure. Left to right are: Audrey Erickson, assistant secretary; Eldon Bowen,

assistant vice-president and manager and Faye Copple, Barbara Martion, Maryann Edwards, and Loretta McFarland of the office staff.

## Savings-Loan Branch Makes Rapid Progress



ELDON J. BOWEN  
... assistant vice-president

On April 2, 1954 the Southwest Savings & Loan Association proudly opened its doors for the grand opening of its Torrance branch, at 1439 Marcelina Avenue, Torrance.

Named to manage the Torrance office was Eldon J. Bowen, assistant vice-president and his assistant Audrey Erickson, assistant secretary of the association.

**Rapid Progress**  
Now after a little more than three months of operation Bowen states that the reception of this facility by the people of Torrance has been very gratifying. Bowen says that in the first 3½ months of operation the local office has accumulated more than \$500,000 in local savings and share deposits. Investments are continuing to progress at a phenomenal rate.

The local office also serves Torrance and nearby communities by maintaining more than \$4,500,000 in home loans in this general area.

**Backing**  
This office is backed by the main office of the Southwest Savings & Loan Association, located in Inglewood, whose reserves total more than \$20,000,000 and it is rated among the top 10 per cent of the savings and loan associations of the nation. The local branch of this association may be expected to be a leader in the tremendous development of home ownership in the city of Torrance, during the coming years, Bowen declared.

can be reached by driving out Crenshaw Boulevard, to 190th Street, then west to Yukon.

All street improvements, including sewers are in and paid for.



AUDREY ERICKSON  
... assistant secretary

## 22 Features In Torrance Heights Homes

Twenty-two luxury features are being accentuated by Hirsch-Victory Enterprises in the new homes at Torrance Heights. Never before have three and four bedroom homes been priced so low and offered with so many luxury features, developers declare.

The tract is located on Sepulveda Blvd., which is near 225th street, one block east of

Hawthorne Boulevard. Luxury features include thermostatic heat control, revolving bar in all kitchens, waste king disposal, copper hood with exhaust fan over range area, dishwasher unit, pullman lavatory, Mr. and Mrs. double medicine cabinet, two car garage, waterincinerators, 40 to 50 gallon water heaters, rockwool insulation, electric heater in all bathrooms and double kitchen sink.

An indication of public enthusiasm in these houses is the fact that the first unit was 75 per cent sold out in 30 days.

## CHANDLER'S PALOS VERDES SAND and GRAVEL

## CONCRETE READY MIXED

Davenport 6-1212

P.O. BOX 295, LOMITA, CALIF.

26311 NARBONNE AVE., LOMITA, CALIF.

Best Wishes to Torrance and Our Many Friends and Customers

## CONSOLIDATED LUMBER CO.

1446 E. Anaheim Wilmington

Terminal 4-2687

## VETS NO DOWN PAYMENT

EXCEPT ESCROW AND IMPOUND COSTS

## MEADOWBROOK HOMES OF DISTINCTION

3 and 4 BEDROOMS — 1¾ and 1½ BATHS



PRICED FROM \$12,500

### FEATURES —

- Incinerators & Clothes Lines & Poles
- Decorative Redwood Siding
- Natural Slab Doors
- Fireplaces
- Hardwood Floors
- Papered Walls
- Natural Cabinets
- Ceramic Tile Work
- Stove Exhaust Fans
- Dishwhiz
- Auto Washer Rough-In
- Service Porch
- Waste King Garbage Disposal
- Paved Streets, Sidewalks, Curbs Gutters, Sewers All In and Paid For
- Front & Side Yards Landscaped
- Thermostat Controlled Heating
- Wired for T.V.
- 40-50 Gal. Water Heaters
- Wardrobe Closets
- Walk-In Closets
- 2-Car Garages
- Nutone Radiant Ceiling Heaters in Bath
- All Utilities In
- Paved Streets
- Sliding Patio Doors

### A LANDBAR DEVELOPMENT

189th and YUKON, IN CITY OF TORRANCE

Take Crenshaw to 190th Street, then West 5 Blocks to Yukon, then North One Block to Model Home

Model Homes Open Daily Including Sunday

KENNY DAVIS REALTY CO.

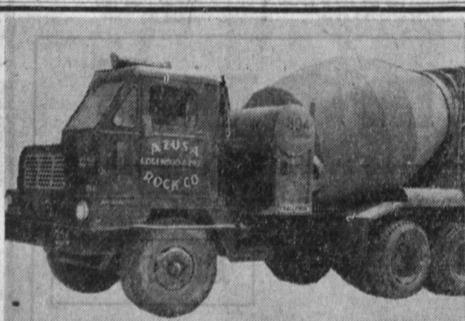
OSborne 6-0179, MENlo 4-9041

## Meadowbrook Homes Popular With Public

Houses have been selling fast in Meadowbrook, a tract at 179th and Yukon developed by the Barclays of the Landbar Development company.

Kenny Davis, sales agent, reports that the public response has been "terrific" to the three and four bedroom dwellings with a bath and a half, selling for as low as \$12,500, with nothing down to vets.

The Model home is open daily at the tract sales office which



We Salute Torrance on Its Growth to a City of 50,000.

We are Pleased to Have Provided Materials In Building This Fine City.

## AZUSA ROCK & SAND CO.

Phone FA. 8-6705

See you at the

# TORRANCE TOWN FAIR

Our booth at the Fair will show the history of housing in Torrance and the Southwest over the past 10 years . . . thousands of homes built "in the Kauffman manner." We hope to see many of our old friends there.

Wed., Thurs., Fri. - 6 P.M. 'til . . . Sat. & Sun., from noon thru evening. Kiddy Matinee . . . Sat. afternoon

## Remember these developments?

SOUTHCHESTER GARDEN \* CAMPUS MANOR  
EL CAMINO MANOR \* PARK MANOR  
STORYBOOK HOMES \* SOUTHWEST KNOLLS

Also our current 2000 home project:

SOUTHWEST PARK  
Corner of Hawthorne and 190th



Milton Kauffman Construction Company